

Message Text

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42

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R 241010Z OC T 74

FM AMEMBASSY STOCKHOLM

TO SECSTATE WASHDC 3184

INFO AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 4755

FOR COMMERCE BIC/OIM

E.O. 11652 N/A

TAGS: BEXP, DA, FI, NO, SW

SUBJECT: OFF-SITE TRADE CENTER EXHIBITIONS-

ELEKTRONIK-75, COPENHAGEN; HELSINKI INTERNAIONAL.

TECHICAL FAIR; OFFSHORE NORTH SEA EXHIBITION, STAVANGER.

REF: COPENHAGEN A-161; STOCKHOLM'S A-340; HELSINKI 2057; OSLO 4684

STOCKHOLM'S REFERENCED AIRGRAM REPORTS ON THE RECENT MEETING OF THE COMMERCIAL ATTACHES AND TRADE CENTER STAFF OF FOUR COUNTRY MARKETING AREA SERVED BY STOCKHOLM TRADE CENTER. ONE MAJOR CONCERN WAS PERENNIAL PROBLEM OF REGIONALIZATION, WHICH IS ALSO DEALT WITH IN OTHER REFERENCES, ALL OF WHICH REQUEST PARTICIPATION IN LOCAL TRADE FAIRS AS TRADE CENTER OFF-SITE EXHIBITIONS.

WE FEEL STRONGLY THAT OFF-SITE EXHIBITIONS IN OTHER SCANDINAVIAN COUNTRIES ARE VITAL IF TRADE CENTER IS TO REALIZE FULL POTENTIAL FOR REGIONAL IMPACT, AND IDEALLY, WOULD RECOMMEND OFF-SITE PARTICIPATION IN ALL THREE EVENTS. OUR EXPERIENCE WITH NORSHIPPING 1973 WAS VERY POSITIVE AND LEADS US BELIEVE SUCH AN

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APPROACH WARRANTED AND COMMERCIALY REWARDING. OFF-SHORE EXHIBITION IN STAVANGER IN 1976 OFFERS EXCELLENT PROSPECTS FOR INCREMENTAL U.S. EXPORTS. TRADE CENTER COULD HANDLE THIS SHOW AS AN OFF-SITE WITH SUITABLE INCREASE IN BUDGET, AND WE THEREFORE RECOMMEND PARTICIPATION ON THOSE TERMS.

ELEKTRONIK 75 IN COPENHAGEN AND HELSINKI TECHNICAL FAIR ARE ONE MONTH APART, WHICH EFFECTIVELY PRECLUDES RUNNING BOTH SHOWS AS TRADE CENTER OFF-SITES. BECAUSE OF MARKET SIZE, UNIFIED THEME OF EXHIBITION, AND PROXIMITY TO OTHER IMPORTANT MARKETS WE RECOMMEND TRADE CENTER PARTICIPATION IN ELEKTRONIK 75. FOR THIS FAIR, AN EXHIBITS MANAGER SHOULD BE SENT FROM COMMERCE. TRADE CENTER WOULD HANDLE ALL PROMOTION AND RELATED MATTERS.

BECAUSE OF FINLAND'S SPECIAL GEOPOLITICAL POSITION, WE FEEL A U.S. PAVILION AT THE HELSINKI INTERNATIONAL TECHNICAL FAIR IS FULLY JUSTIFIED AS A "COMMERCIAL PRESENCE" EVENT. TRADE CENTER COULD SUPPORT SUCH A PAVILION WITH PROMOTIONAL AND STAFF ASSISTANCE.

PARTICIPATION IN SUCH EVENTS WOULD REQUIRE CONCOMITANT REDUCTION IN REGULAR STC EVENTS IF STOCKHOLM STAFF ARE TO BE INVOLVED. HOWEVER, STC URGES DEPARTMENT TO CONSIDER THESE EVENTS WHICH WOULD REINFORCE REGIONALITY OF STC.

JOHNSON

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